



<http://leblogdekat.com>

Media kit



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## Flowers in my hair

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### TOP POSTS



La Photo du mois  
#Mai



La Photo du mois  
#Juin



Le sari turquoise

# About

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Le Blog de Kat is a lifestyle blog, based in Paris. Founded in 2011 by Aicha Kathrada, the aim was to describe and illustrate these little things, that change our everyday life: fashion, beauty, cinema, travel, food and drink.

All these little details that might inspire others, in a world where people are fond of recommendations. For that reason, each product, brand, place or event mentioned is tested and experienced before giving a personal outlook.



# Stats

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**62 000+**

monthly page views

**24 000+**

unique visitors/month

**79.2%**

new visitors

**2,28**

pages/visit

**73%**

female

**42%**

25-34 year old

**72%**

located in France



**700+**



**770+**



**1500+**

**MOST POPULAR CONTENT (2014)**

- Movie review Beauty & the Beast
- Birthday cocktail party
- Beauty product - face mask vitamin rich detox, Nuxe
- Food recommendation - Claus, l'épicerie du petit-déjeuner
- Summer vacation in Mauritius

# Partnership

Partnerships may include:

- Sponsored blog posts on the blog
- Commercial space on the blog
- Promotion on social media
- Giveaway on the blog or on social media
- Editorial content for your media
- Product placement within a blog post
- Brand ambassador

*Please note that each product / brand / place is carefully selected and tested, if possible. A personal quotation will be estimated for each partnership.*

*The language used on the blog is French, but some posts may also be written in English.*



# Categories

Blog categories include:

## FASHION



## BEAUTY



## LEISURE

(travel, movie reviews, cultural events)





# Categories

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## FOOD & DRINKS



## RECIPES



## SERIES (photos and regular product testing)



*Let's work together*



## **CONTACT**

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